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27th Conference (2012) Wrap Up

2012 Conference Evaluation Report

Submitted by

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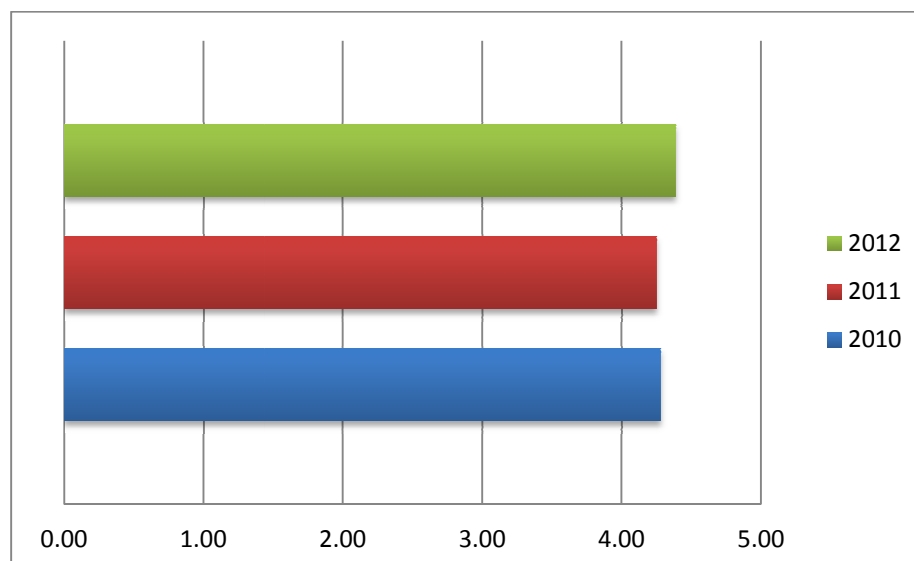
NASIG's 27th annual conference was held in Nashville, Tennessee. The conference featured four pre-conferences, three vision sessions, twenty seven program sessions, and six poster sessions. Other events included a first timers/mentoring reception, informal

discussion groups, a discussion on Core Competencies for Electronic Resources Librarians, a vendor expo, and a reception at the Country Music Hall of Fame.

This year, 239 of the 414 conference attendees completed all or part of the online evaluation form. This 58% response rate reflects a decrease of 20% from last year's rate of 78%. This was the sixth year that the evaluation form was available online. Those who completed the online evaluation form were also eligible to enter a drawing for a free conference registration. The winner will be announced in the NASIG Newsletter.

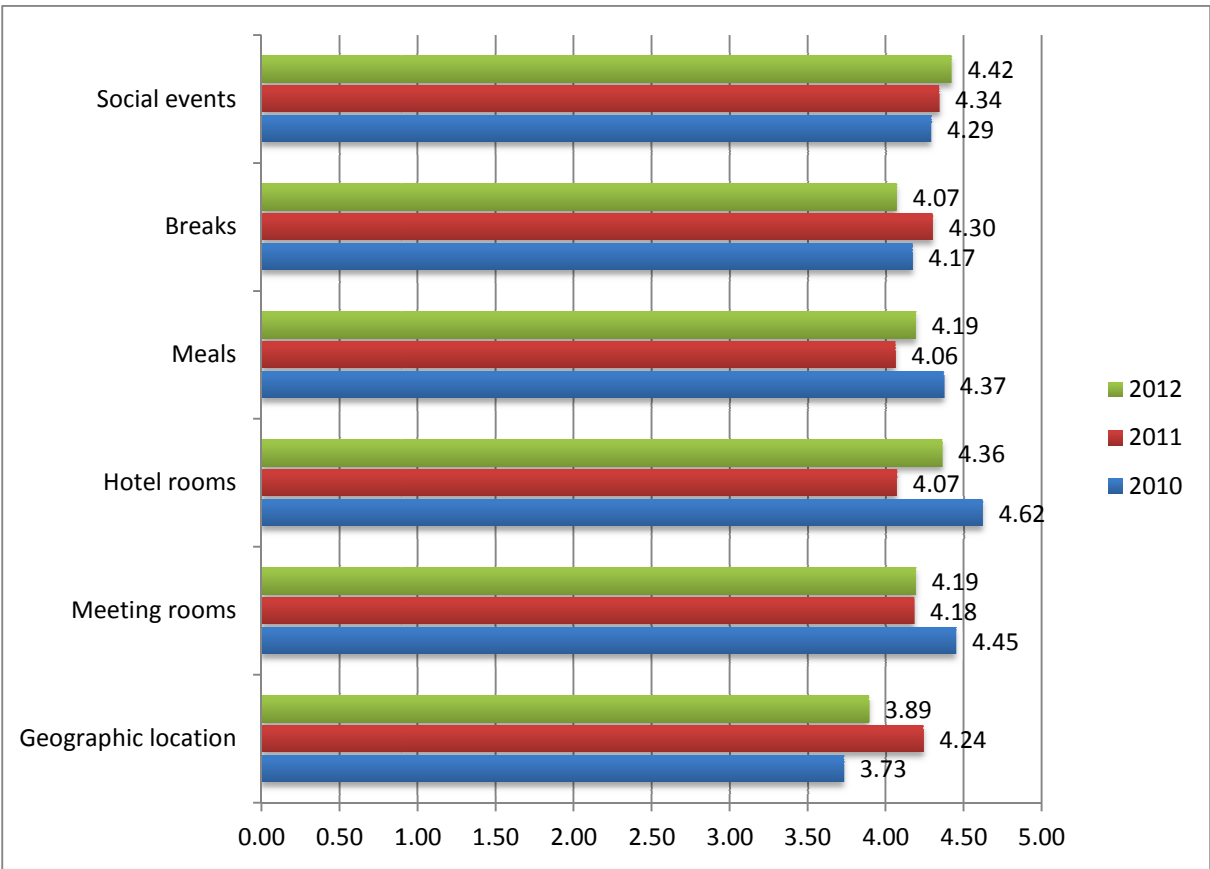
Conference Rating

Overall Conference Rating:



Respondents were asked to give ratings on a scale of 1 to 5, with 5 being the highest rating. The overall rating for the 2012 conference was 4.39. This is slightly higher than 2011 & 2010 conferences which had ratings of 4.25 & 4.28 respectively.

Facilities and Local Arrangements:



Ratings for the facilities and local arrangements at this year’s conference varied from last year’s with some ratings being higher while others were lower. Geographic location had one of the biggest drops from 2011. Last year’s conference in St. Louis was rated much higher at 4.24 than this year’s 3.89 and even 2010’s conference in Palm Springs with a rating of 3.73. The biggest rating jump was for the hotel rooms which were enjoyed more this year at 4.36 than in St. Louis at 4.07. Palm Springs still was the highest with a rating of 4.62. Some of the comments made concerning the location of the hotels were that neither was centrally located in town or within walking distance to an assortment of restaurants. Respondents generally liked the Sheraton Hotel, but weren’t nearly as happy with the Holiday Inn except for their shuttle service.

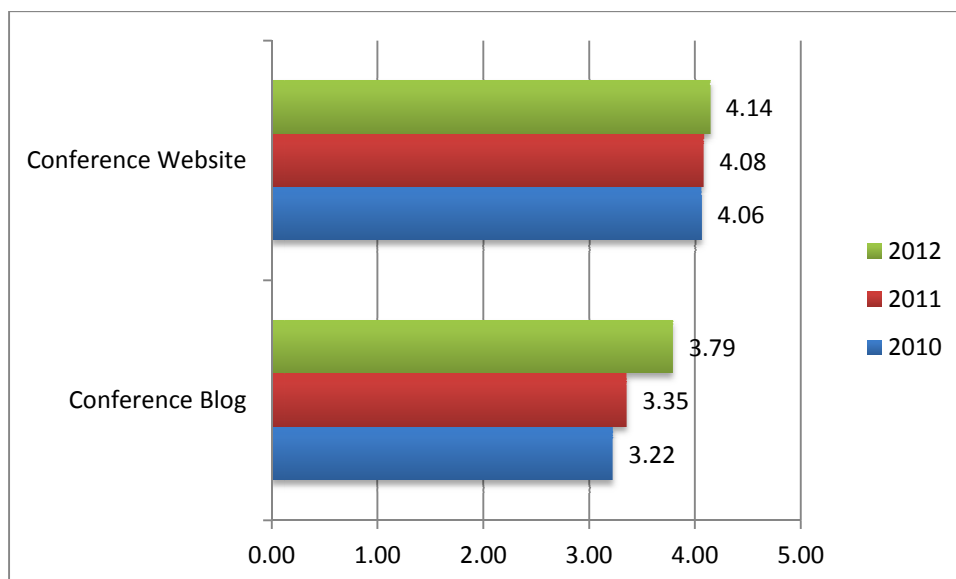
The social events (4.42) and meeting rooms (4.19) received ratings similar to last year’s, which rated 4.34 and 4.18, respectively. The rating for social events has gone up each year for the past three conferences while the meeting rooms in 2010 were appreciated more (4.45) than in the last 2 years. The reception at the Country Music Hall of Fame was well received by those who commented, but many felt that location and transportation issues kept them from enjoying the Country Music Festival going on downtown. Many people commented on the temperature in the meeting rooms. It was generally felt that the rooms were too cold.

Breaks (4.07) were rated lower than last year (4.30), while the meals (4.19) were rated higher than 2011 (4.06). There were several comments concerning the

meals and breaks. Most commented that the meals, especially at the Country Music Hall of Fame, were

great. Others were not as happy about the box lunches or the selection at breaks.

Online Conference Information:



Other conference information, including the conference web site (4.14) and blog (3.79) were both higher than in the past two years which had ratings of 4.08 and 3.35 in 2011 and 4.06 and 3.22 in 2010 respectively. This year, the forum was not an option so it has been removed from the chart above.

The majority of the responses indicated that people generally did not follow the blog. A couple of comments were made indicating some confusion about the charge for the Country Music Hall of Fame reception. They felt the website didn't clearly explain that the extra charge was for guests only. One person asked that more investigating go into improved mobile access.

NASIG again used the online store Café Press for conference souvenirs. Most respondents (81.6%) did not visit the store nor did they have an opinion about it. But 15.6% did like the selection of items. In line with last year's responses many people indicated they would prefer a wider variety of shirt colors, larger sizes and more variety of generic NASIG items such as buttons, travel mugs, etc.

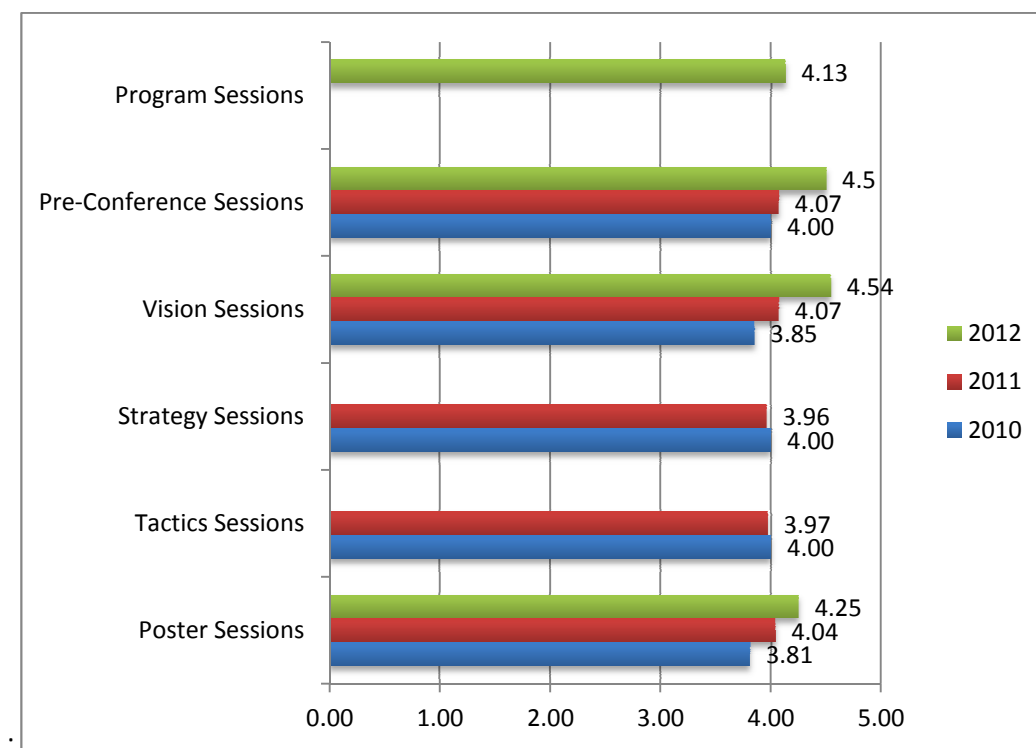
Program

Respondents were asked about the balance in the types of programs offered. The overall rating was much higher this year than in the past couple of years. This year's rating was 4.21, whereas the last two years were 3.97 (2011) and 4.02 (2010). Many of the comments were generally positive about the variety of topics. Some people suggested that in the future there could be more presentations on RDA, higher level topics, and session geared towards public libraries or administration. Respondents were asked if the layout and explanation of program choices were easy to understand. The majority were positive, giving this year's program a rating of 4.38. This is an increase from the last couple of years, which were rated 4.12 (2011) and 4.16 (2010). Generally the comments were encouraging signifying that the program was easier to understand. Some expressed a wish for a streamlined program that could be used at a glance during the conference. Another suggestion was having the personal schedules displayed in date/time order on the registration invoice. A few felt that the descriptions did not adequately represent the programs.

Respondents were also asked about the overall design of the conference schedule. They were given three topics to rate. The first concerned the time for breaks. Most people felt that the time allotted for breaks was long enough, giving this a rating of 4.18. There were comments though that suggested adding another five minutes or so to allow for more networking and one-on-one questions with presenters. Next respondents were asked about the length of the sessions.

Overwhelmingly responders felt the length of programs/sessions was appropriate, rating this at 4.46. Lastly, they were asked about the pace of the conference as a whole. Again overwhelmingly, the responders rated this positively at 4.47.

Average Sessions Ratings:



This year the conference featured three vision sessions. “Why the internet is more attractive than the library” by Lynn Silipigni Connaway (4.40), “Copyright and new technologies in the library: Conflict, risk and reward” by Kevin Smith (4.66), and “Is the Journal dead? Possible futures for serial scholarship” by Rick Anderson (4.56). The average rating for these sessions was 4.54, which is much higher than last year’s rating of 4.07 and 2010’s rating of 3.85.

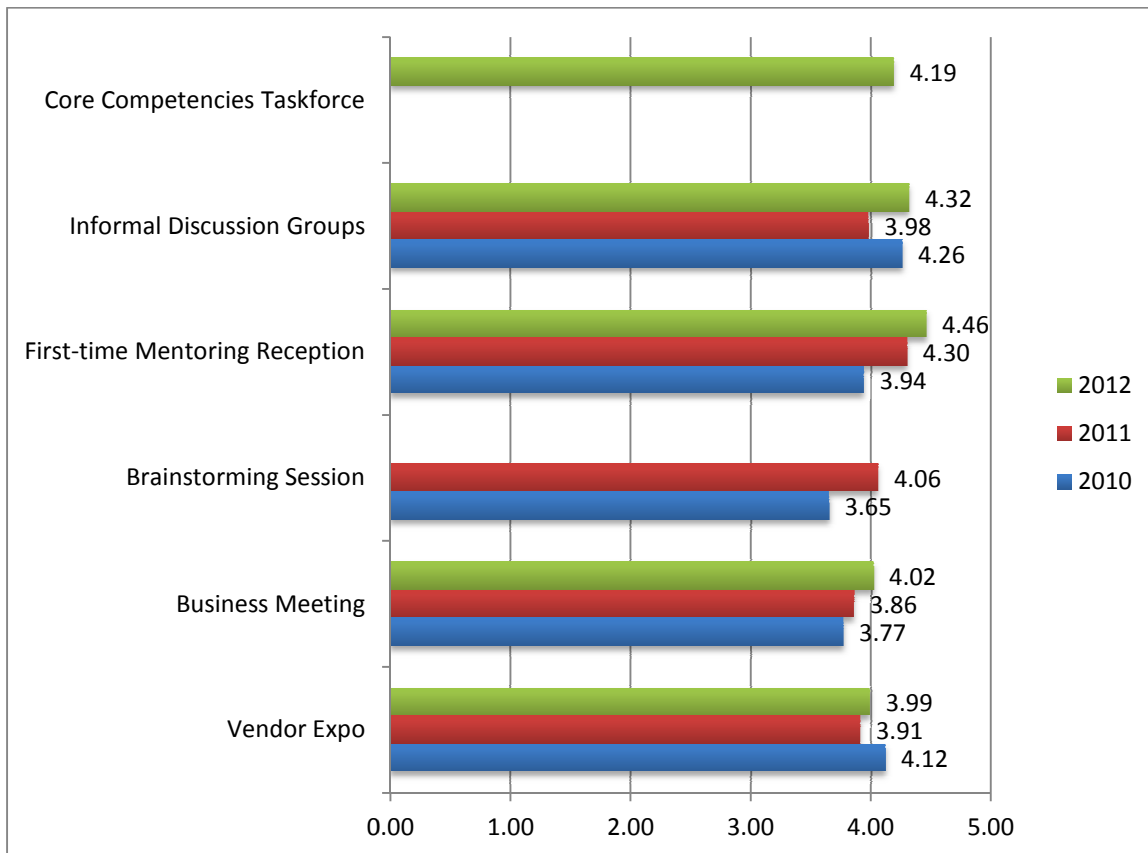
This year the program was changed so there was no distinction between strategy or tactics sessions. This time there were only program sessions which were 60 minutes in length. Respondents were asked if they

considered this an improvement over past years. 62.7% of people said yes, 5.5% said no and 31.8% indicated they had no opinion. Many of the comments agreed that an hour was long enough for sessions and created less confusion in scheduling the sessions people wanted to attend. Ratings for the twenty-seven program sessions varied from 3.45 to 4.61 with the average being 4.13. This is a higher average rating than last year’s 3.97 or 2010’s 4.00. There were two sessions this year that tied for the highest score. They were: “Honing your negotiation skills” by Claire Dygert and “Practical applications of do-it-yourself citation analysis” by Steve Black.

Six poster sessions were presented this year with ratings from 4.08 to 4.38, averaging at 4.25. This is higher than the last two years' average ratings of 4.04 and 3.81 respectively. The poster by Sanjeet Mann entitled "Correcting accidentals: Using an availability study to identify and resolve the "suspensions" impeding access to e-resources" received the highest rating.

There were four pre-conferences featured this year with ratings varying from 4.0 to 5.0, with an average of 4.50. This rating is higher than in the last two years with the 2011 average being 4.07 and the 2010 average being slightly lower at 4.00. The session called "Hands on with Drupal: Making a licensing database" by Amanda Yesilbas received a perfect 5.0 score.

Other Conference Events:



This year there were nine informal discussion groups which averaged a rating of 4.32. This was an increase from last year which had a rating of 3.98 and slightly higher than the 2010 rating of 4.26. The First-Timers/Mentoring Reception rated a 4.46, which is higher than the last couple of years with ratings of 4.30 and 3.94 respectively. As it was last year, 87% of respondents favored the continuation of this event in the future. The Business Meeting rated higher this year with a 4.02, whereas last year it received a rating of 3.86, and in 2010, a rating of 3.77. The Vendor Expo was slightly higher than 2011 with a rating of 3.99 compared to 3.91. Of the three years, 2010 was highest with a

rating of 4.12. 88% of respondents agreed that the Vendor Expo should continue in the future. However, there were multiple comments about the timing of the event as not all conference attendees arrived early enough to attend the Expo.

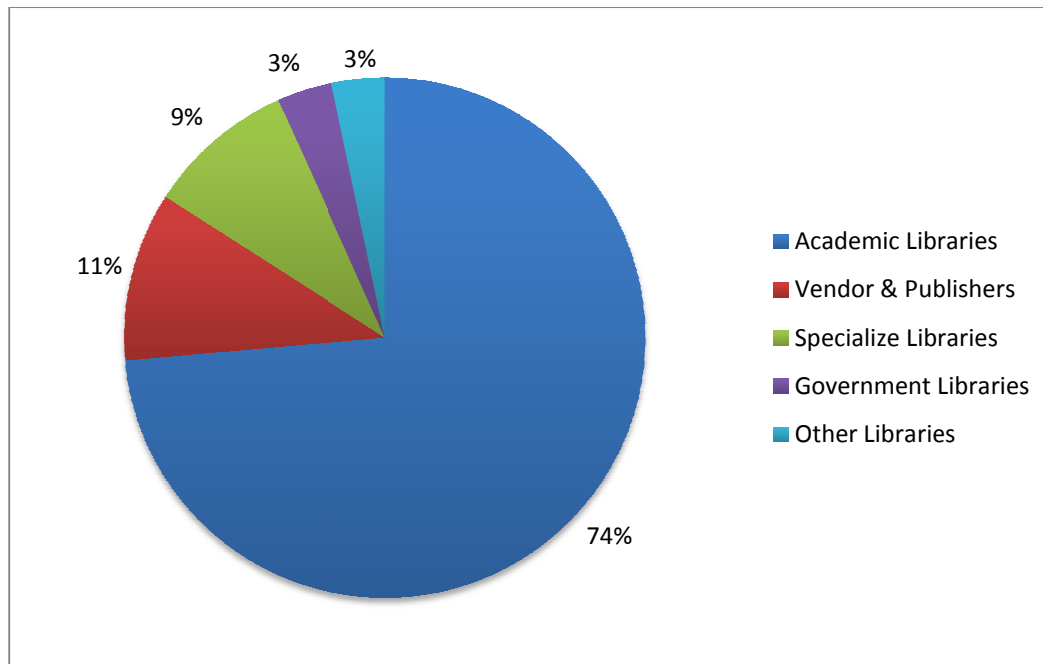
There was a new addition to the program this year, a report & discussion session called Taskforce on Core Competencies for Electronic Resources Librarians by the Core Competencies Taskforce. Respondents were asked to provide an overall rating for the session which was 4.19. Almost 76% of people stated they would like to see similar types of sessions in the future. Many

comments stated the discussion was lively and provided very useful information. This year the committee meetings were moved to a morning timeslot during breakfast with an option for a private meeting room. Respondents were asked if they preferred this new arrangement. 26% said yes, 5% said no and the majority said they had no opinion (69%). Some

respondents commented that they liked the morning timeslot, but not as early as 7:30am. Others stated the time fit better into the schedule as a whole. Some mentioned that there seemed to be some communication issues before the conference started about the new format.

Respondent Demographics

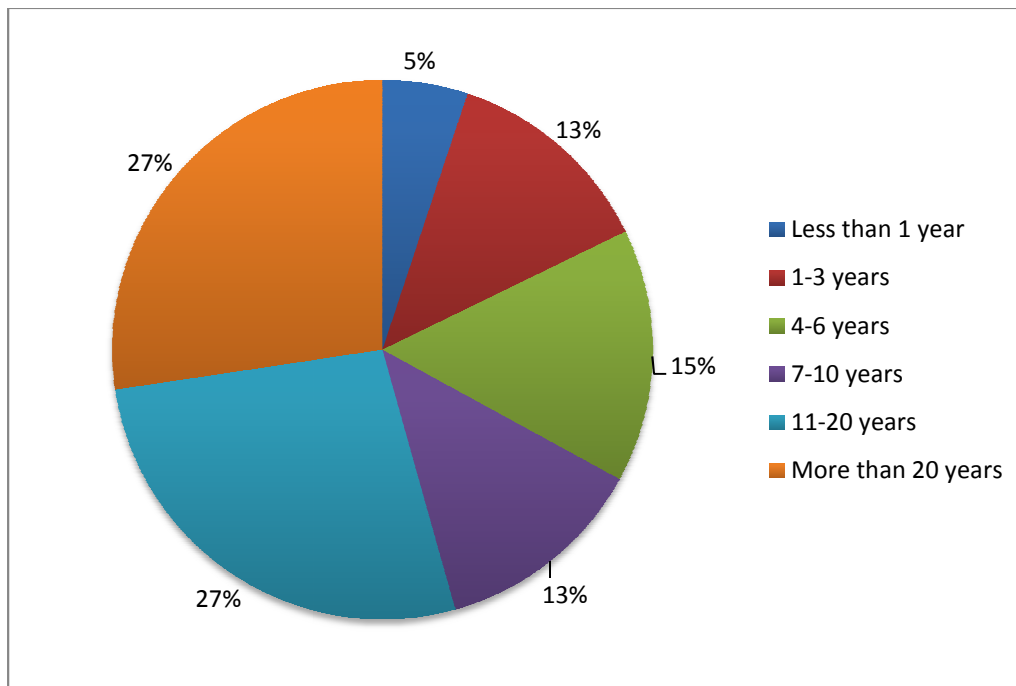
Respondents by Organization Type:



Academic library employees continue to represent the largest group of respondents (74%). This includes university, college, and community college librarians. Responses from the vendor and publisher community, including subscription agents, publishers, database providers, automated systems vendors, and book vendors comprised 11% of the total respondents. This was a lower number than in 2011 which was 13%, but higher than 2010's 8 %. Attendees from specialized libraries including medical, law, and special or corporate libraries made up 9% of respondents, which is higher than last year's 6%, but not as high as 2010's 11.7%. Government, national and state libraries represented only 3% of the respondents. The remaining 3% of respondents included public libraries, students, library network, consortium, or utility, and those selecting

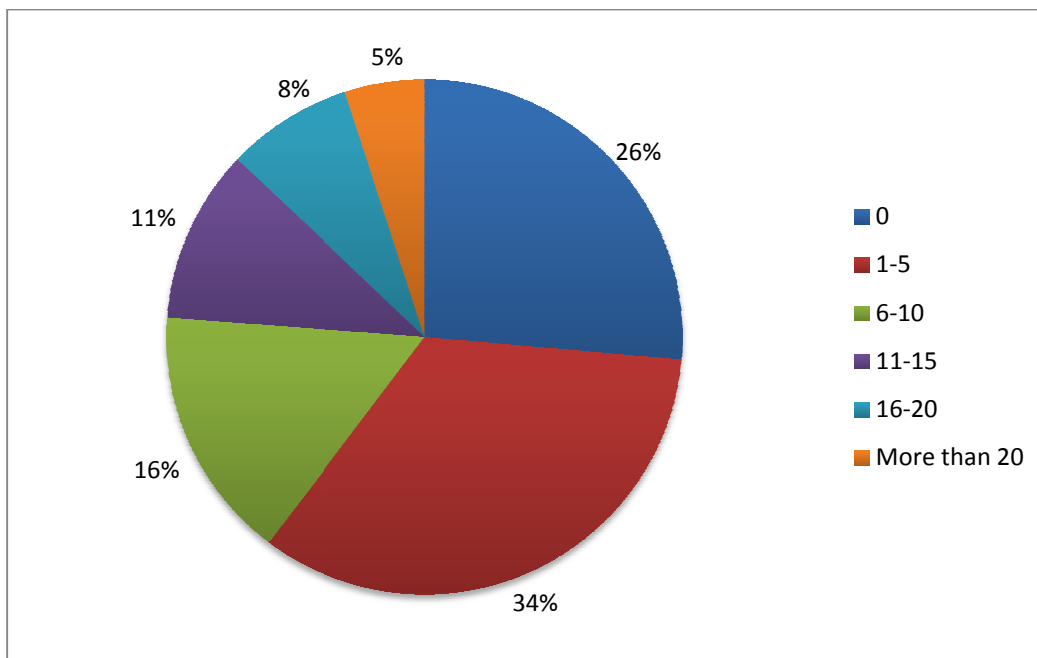
'other'. This was a lower percentage than in the last two years which averaged 5.4% and 6.1% respectively. Respondents were asked to describe their work, selecting more than one category as applicable. The largest respondent groups identified themselves as serials librarians (41.2%), followed by electronic resources librarians (38.7%), acquisitions librarians (30.3%), and catalog/metadata librarians (25.2%). Collection development librarians comprised 21.4% of respondents, licensing rights managers 16.4%, and technical service managers 15.5%. Reference librarians comprised 11.3% of the respondents. All other categories were selected by less than 10% of respondents.

Respondents by Years of Experience:



When asked for the amount of serials-related experience, the majority of respondents are in the category of more than 20 years (27%) or 11-20 years (27%). Those with 10 or fewer years' experience comprised 46% of respondents, (see chart above for exact breakdown).

Respondents by Number of NASIG Conferences Attended:



Most respondents were repeat NASIG attendees: 35.4% of respondents had attended 1-5 previous conferences, 23.8 % had attended 6-10, 24.5% were first-timers, 7.1% had attended 11-15, 5.1% had attended 16-20, and 4.1% had attended more than 20 NASIG conferences.